

## ORDER



KLAS

Mike Jones

K-WAS

National

Orders Order / Rev: 35852  
 Alt Order #: 08802038  
 Product Desc: Issue  
 Estimate: 1193  
 Flight Dates: 10/23/12 - 10/29/12  
 Original Date / Rev: 05/16/12 / 10/10/12  
 Order Type: GENERAL

Primary AE:

Sales Office:

Sales Region:

Agency Name: Great American Media  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: 1010 Wisconsin Avenue NW  
Washington, DC 20007

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser Name: DCCC  
 Demographic: A35+  
 Product Codes: PO4  
 Priority: LV2  
 Revenue Codes: AGY, POL, ISS

New Business Thru:

00:10:00

Order Separation:

Advertiser External ID:

Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	41	\$95,100.00	\$80,835.00
10/29/12	10/29/12	5	\$5,500.00	\$4,675.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$95,100.00	\$80,835.00	0.00
November 2012	5	\$5,500.00	\$4,675.00	0.00
Totals	46	\$100,600.00	\$85,510.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$100,600.00
Market	100%	\$335,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$83,833.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$16,766.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	10/29/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
8 NEWS NOW AT 5A															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				
		Week: 10/23/12	10/29/12	MTWTF--		2			\$1,000.00		0.00				
E 2	8	10/23/12	10/29/12		CM	6-7a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 6a M-F															
8 News Now 6a M-F															
8 NEWS NOW AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12	10/29/12	MTWTF--				2	\$1,200.00			0.00					
E 4	8	10/27/12	10/27/12	CBS Early Show - Sat.	CM	5-7a		:30	1	\$550.00	LV1	0.00	NM	1	\$550.00
CBS Early Show - Sat.															
CBS THIS MORNING SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	-----S-				1	\$550.00			0.00					
E 6	8	10/28/12	10/28/12	CBS News Sunday Morn	QM	CBS Sunday Morni	-----S	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
CBS News Sunday Morning															
CBS NEWS SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	-----S				1	\$2,000.00			0.00					
E 9	8	10/23/12	10/29/12	Live w/Kelly	CM	9-10a		:30	3	\$850.00	LV2	0.00	NM	3	\$2,550.00
Live With Regis & Kelly															
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12	10/29/12	MTWTF--				3	\$850.00			0.00					
E 11	8	10/23/12	10/29/12	8 News Now Noon M-F	CM	12-1230p		:30	3	\$850.00	LV2	0.00	NM	3	\$2,550.00
8 News Now Noon M-F															
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12	10/29/12	MTWTF--				3	\$850.00			0.00					
E 12	8	10/23/12	10/29/12	Ellen	CM	3-4p		:30	3	\$1,000.00	LV2	0.00	NM	3	\$3,000.00
Ellen															
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12	10/29/12	MTWTF--				3	\$1,000.00			0.00					
E 14	8	10/28/12	10/28/12	Sun 530-6p Ins Ed Wkn	CM	530-6p		:30	1	\$650.00	LV1	0.00	NM	1	\$650.00
Inside Edition Wknd															
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	-----S				1	\$650.00			0.00					
E 15	8	10/23/12	10/29/12	8 News Now 4p M-F	CM	4-5p		:30	3	\$1,300.00	LV2	0.00	NM	3	\$3,900.00
8 News Now 4p M-F															
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12	10/29/12	MTWTF--				3	\$1,300.00			0.00					
E 16	8	10/23/12	10/29/12	8 News Now 5-630p M-F	CM	5-630p		:30	3	\$1,500.00	LV2	0.00	NM	3	\$4,500.00
8 News Now 5-630p M-F															
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12	10/29/12	MTWTF--				3	\$1,500.00			0.00					
E 18	8	10/27/12	10/27/12	8 News Now Sat 5-7p	CM	5-7p		:30	1	\$800.00	LV2	0.00	NM	1	\$800.00
(6:30 PM-7:00 PM)															
8 NEWS NOW AT 630PM-SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	-----S-				1	\$800.00			0.00					
E 21	8	10/23/12	10/29/12	630-7p Inside Edition	CM	630-7p		:30	3	\$1,300.00	LV2	0.00	NM	3	\$3,900.00
Inside Edition															
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12	10/29/12	MTWTF--				3	\$1,300.00			0.00					
E 22	8	10/23/12	10/29/12	7-8p Rotator	CM	7-8p		:30	3	\$1,300.00	LV2	0.00	NM	3	\$3,900.00
7-8p Rotator															
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12	10/29/12	MTWTF--				3	\$1,300.00			0.00					
E 23	8	10/27/12	10/27/12		CM	7-8p		:30	1	\$600.00	LV2	0.00	NM	1	\$600.00

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Sat 7-8p - E1 Wknd Ent Tonight Weekend															
ET WEEKEND															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12	10/28/12	-----S-				1	\$600.00	0.00							
E 25	8	10/24/12	10/24/12	Wed 9-10p Criminal Minds	CM	9-10p		:30	1	\$25,000.00	LV1	0.00	NM	1	\$25,000.00
CRIMINAL MINDS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12	10/28/12	---W---				1	\$25,000.00	0.00							
E 27	8	10/25/12	10/25/12	Thu 10-11p Elementary	CM	10-11p		:30	1	\$8,500.00	LV2	0.00	NM	1	\$8,500.00
THE MENTALIST															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12	10/28/12	---T---				1	\$8,500.00	0.00							
E 28	8	10/28/12	10/28/12	Sun 9-10p The Good Wife	CM	9-10p		:30	1	\$9,500.00	LV1	0.00	NM	1	\$9,500.00
THE GOOD WIFE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12	10/28/12	-----S				1	\$9,500.00	0.00							
E 30	8	10/23/12	10/29/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p		:30	4	\$2,200.00	LV1	0.00	NM	4	\$8,800.00
8 NEWS NOW AT 11PM															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/23/12	10/29/12	MTWTF--				4	\$2,200.00	0.00							
E 31	8	10/27/12	10/28/12	8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p	CM	11-1135P		:30	2	\$1,100.00	LV2	0.00	NM	2	\$2,200.00
8 NEWS NOW AT 11PM-WKND															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12	10/28/12	-----SS				2	\$1,100.00	0.00							
E 32	8	10/23/12	10/29/12	Letterman Letterman	CM	1135p-1237a (11:35 PM-12:37 XM)		:30	5	\$850.00	LV2	0.00	NM	5	\$4,250.00
LATE SHOW W/LETTERMAN															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/23/12	10/29/12	MTWTF--				5	\$850.00	0.00							
E 33	8	10/27/12	10/27/12	NCAA Football NCAA College Football	CM	NCAA College Foo-----S- (9:00 AM-12:30 PM)		:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
CBS COLLEGE FTBL-EARLY GAME															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12	10/28/12	-----S-				1	\$5,000.00	0.00							
E 34	8	10/27/12	10/27/12	NCAA Football NCAA College Football	CM	NCAA College Foo-----S- (12:30 PM-4:00 PM)		:30	1	\$4,050.00	LV1	0.00	NM	1	\$4,050.00
CBS COLLEGE FTBL-LATE GAME															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12	10/28/12	-----S-				1	\$4,050.00	0.00							
Totals														46	\$100,600.00